Our Town Community Indicators Study

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Design a public, web-accessible system of indicators that becomes the national standard for defining, measuring, and conveying the dimensions of livability that the NEA hypothesizes are affected by creative placemaking.



What is an indicator?



What is an indicator?

- Observation in a particular time and place that reveals something about the characteristics of a community
- May be a number or a qualitative observation
- Informs perceptions about community change



What is an indicators system?

Average Wage of Workers Residing in the Community

	2008	Change 2002 - 2008	Neighborhood Rating	Λ
Quad Communities	\$32,859	7.8%	Improving	An co
Near West Side	\$47,314	2.8%	improving	inf
Logan Square	\$35,029	-0.3%		cha
Woodlawn	\$28,621	-0.8%	Declining, better than benchmark	
Washington Park	\$27,128	-2.0%		1
East Garfield Park	\$27,220	-3.0%		Ind to
Lower West Side	\$28,820	-5.5%		
North Lawndale	\$26,198	-5.8%	Declining at benchmark	
Auburn Gresham	\$27,856	-6.4%	Deciming at benchmark	lr
Humboldt Park	\$26,636	-6.5%		to
South Lawndale	\$27,875	-6.5%		
South Chicago	\$27,973	-7.2%		
Englewood	\$24,898	-8.0%	Declining, worse than benchmark	
Chicago Lawn Area	\$28,967	-9.1%		
Chicago Total	\$34,366	-4.7%		

An *indicators system* is a combination of indicators that inform our understanding of change in a community

Indicators can be compared to a **baseline**

Indicators can be compared to a benchmark



Source: LEHD RAC inflation adjusted to 2008\$

Where we are: Segmentation





Where we are: Impact Hypotheses













Where we are: Criteria

Existing sources
Sustainability
Comprehensiveness and comparability
Cost effectiveness
Replicability



Where we are: Impact on Artists and Arts Communities

Variable	Source	Geography
Median Earnings of Residents Employed in Entertainment Related Industries	American Community Survey (ACS)	Census Tract, Municipality, County, State, Nation.
Number of Employees of Art Organizations	County Business Patterns (CBP)	Zip Code, County
Payroll at Arts Organizations	СВР	Zip Code, County



Where we are: Attachment to Community

Variable	Source	Geography
Length of Residence	ACS	Census Tract, Municipality, County, State, Nation.
Percent Owner Occupied	ACS	Census Tract, Municipality, County, State, Nation.
Percent Occupied	ACS	Census Tract, Municipality, County, State, Nation.



Where we are: Quality of Life

Variable	Source	Geography			
Access to Jobs and Amenities					
Mean Commute Time to Work	Longitudinal Employer Household Dynamics Data	Census Tract, Municipality, County, State, Nation.			
Retail Businesses	EASI Estimates and Projections	Census Block, Census Tract, Municipality, County, State, Nation.			
Neighborhood Conditions					
Crime	FBI Uniform Crime Reporting Data	Police Department Level			
Addresses not Collecting Mail	US Postal Service	Census Tract			
Anchor Institutions	EASI Estimates and Projections	Census Block, Census Tract, Municipality, County, State, Nation.			



Where we are: Economic Conditions

Variable	Source	Geography
Loan Amounts for Housing Property Sales	Home Mortgage Disclosure Act (HMDA)	Census Tract
Median Income	ACS	Census Tract, Municipality, County, State, Nation.
Total Number of Jobs	Longitudinal Employer Household Dynamics Data	Census Block, Census Tract, Municipality, County, State, Nation.
Number of In-Service Business Addresses	USPS	Census Tract

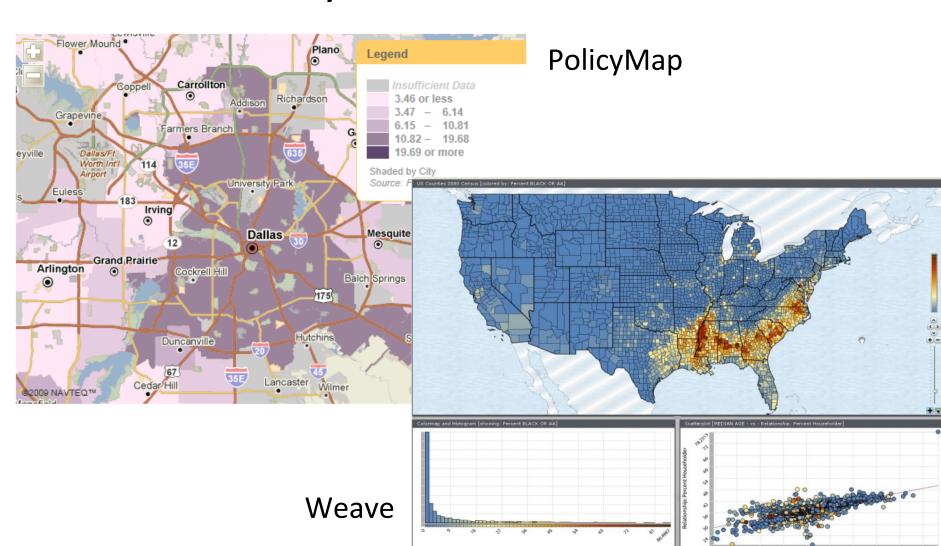


Where we are going: Analysis & Visualization

Strengths and weaknesses
Avoid (simple) indices
Benchmarking
Baselines



Where we are going: Analysis & Visualization



Where we are going: Next steps

- Solicit feedback on indicators system
- Solicit proposals for implementation
 - Collect data from existing national-level datasets
 - Design the functional and technical requirements for a web-based interface
 - Create, but do not collect, a menu of other data sources (both qualitative and quantitative) that reside at local levels and that can be used by communities to monitor trends locally.



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